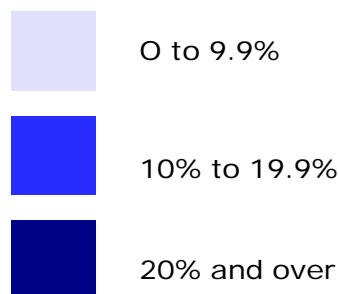
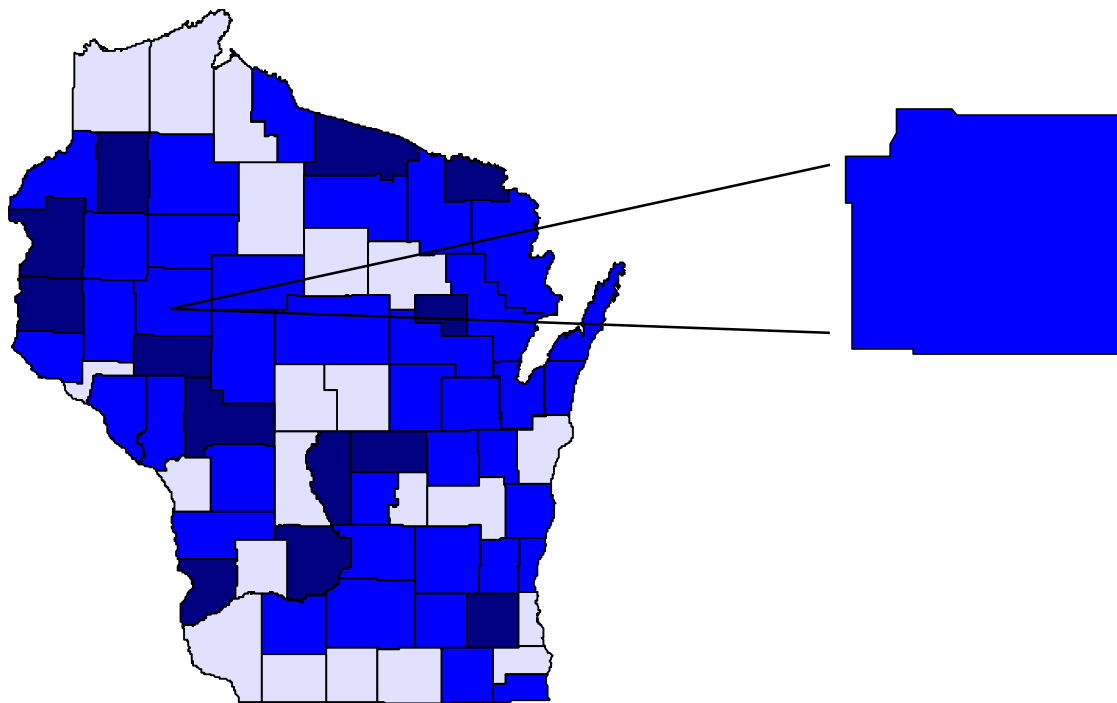


Chippewa County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Chippewa County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

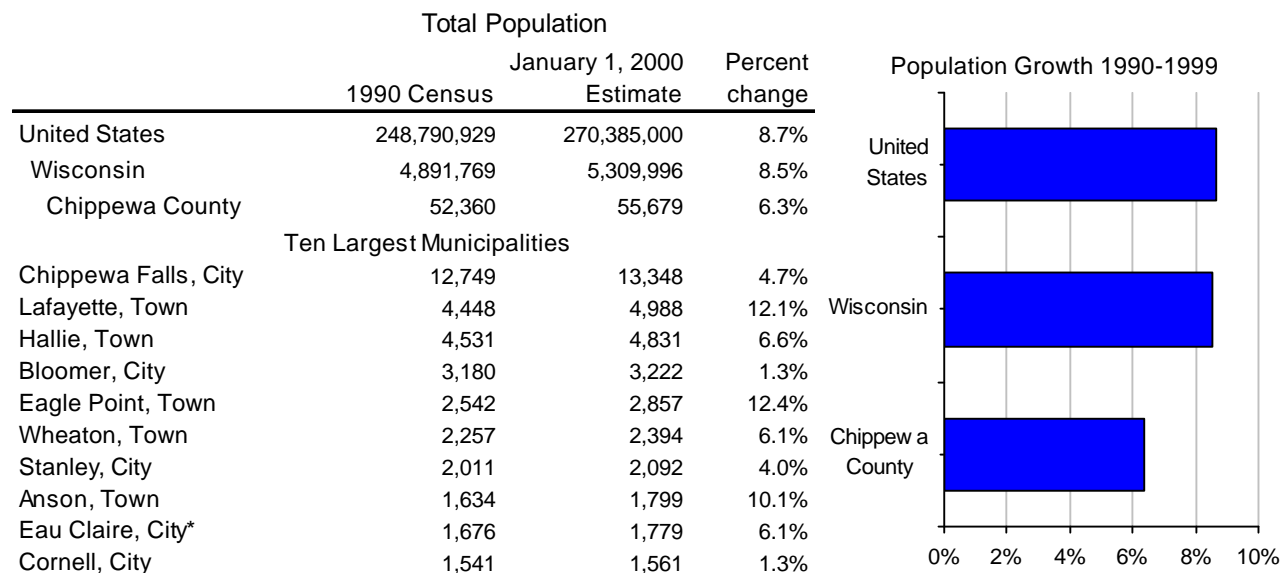
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Chippewa County Population and Civilian Labor Force

The total population in Chippewa County grew 6.3 percent from 1990 to January 2000, less than both state and national expansion. The largest numeric increase in population was in the City of Chippewa Falls with an increase of 599 residents. The second largest increase was in the adjoining Town of Lafayette. Roughly 24 percent of the increase in county population since 1990 occurred in these two municipalities. The increase in county population was a combination of people moving into the county (1,945 since 1990) and natural causes (6,412 births vs. 5,038 deaths).

Of the 55,679 residents living in the county at the end of 1999, 42,450 (76%) were 16 years and older. Since 1990, this population segment increased 3,385, while the segment aged 15 years and under declined 68, resulting in a net county population increase of 3,319.

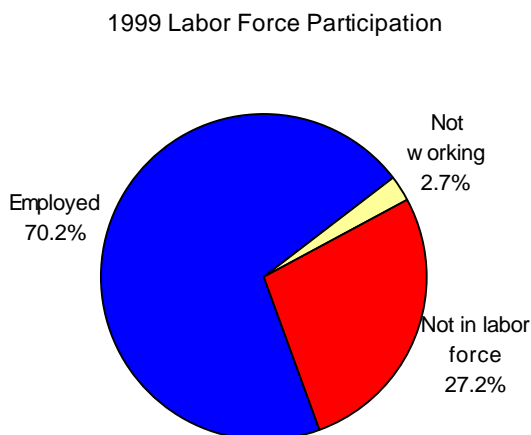


* Chippewa County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Chippewa County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 41,448. Of those, 30,200 were actively participating in the labor force and the labor force participation rate was 72.8 percent. That is an increase from 1990 and it is higher than the state participation rate of 72.3 and the national rate of 67.1 percent.

One reason for the high participation rate is that nearly 55 percent of the labor force age population (16 years and older) are between the ages of 25 and 54. The degree to which residents participate in the labor force depends somewhat on their age. As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work

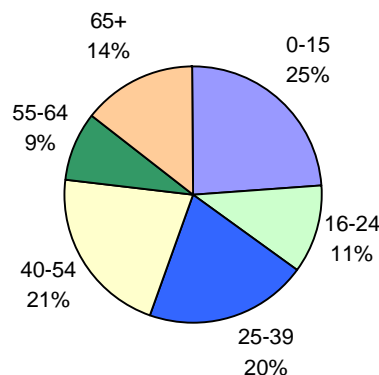
and have the highest participation rates, often near 90 percent. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

The most significant change from 1990 to 1999 in the labor force age population groups occurred as the 25-39 year old group matured. This, plus an influx of people migrating to the county, caused the expansion of the 40-54 year old group. The labor force age population will continue to grow as residents age and migration continues, although the additions each year will become smaller, and the composition of the labor force will change. In 1990, roughly 31 percent of the labor force age population was over 55 years old. That increases to 37 percent by 2010. Meanwhile, the percentage of population between 25 and 54 will decline to less than 50 percent.

Chippewa County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	13,294	13,227	-0.5%
16-24	5,921	6,240	5.4%
25-39	12,490	11,369	-9.0%
40-54	8,612	11,828	37.3%
55-64	4,573	4,969	8.7%
65+	7,469	8,044	7.7%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Chippewa County Civilian Labor Force Data

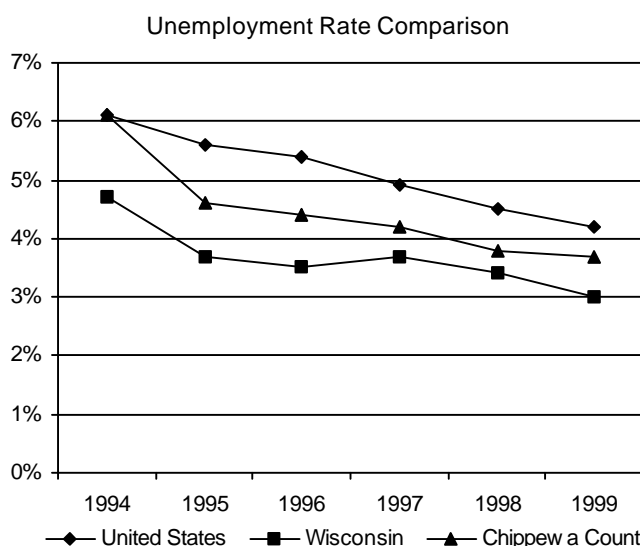
	1994	1995	1996	1997	1998	1999
Labor Force	28,300	28,800	29,800	30,500	30,700	30,200
Employed	26,500	27,400	28,500	29,300	29,600	29,100
Unemployed	1,730	1,330	1,320	1,290	1,170	1,110
Unemployment Rate	6.1%	4.6%	4.4%	4.2%	3.8%	3.7%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (72.8% of the labor force age population in Chippewa County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Chippewa County in 1999 of 30,200, 3.7 percent were unemployed. This is higher than the state unemployment rate of 3.0 but was lower than the national rate of 4.2 percent in 1999.

Fewer residents were employed in 1999 than in the three of the last five years. Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the the number of employed in Chippewa County includes not only residents who work for employers located both in and beyond the county boundaries, but self-employed residents and proprietors. Roughly



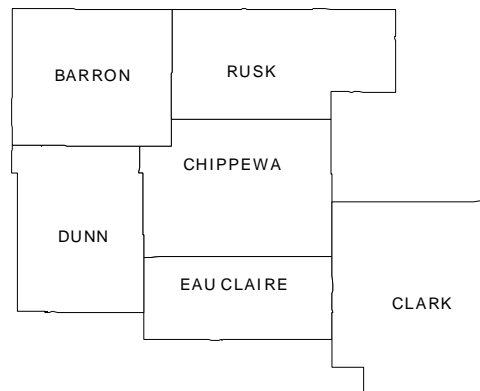
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

19 percent of the number of employed in Chippewa County are either farm or nonfarm proprietors. Since 1994, total employed increased by 2,560 which includes the increase of 245 proprietors.

Chippewa County Commuting Patterns

	Commute To	Commute From	Net Commute
Barron County	253	135	-118
Clark County	182	280	98
Dunn County	343	320	-23
Eau Claire County	4,198	3,772	-426
Rusk County	224	129	-95
Elsewhere	800	242	-558
Total	6,000	4,878	-1,122
Commute within County	17,609		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns, 1994*

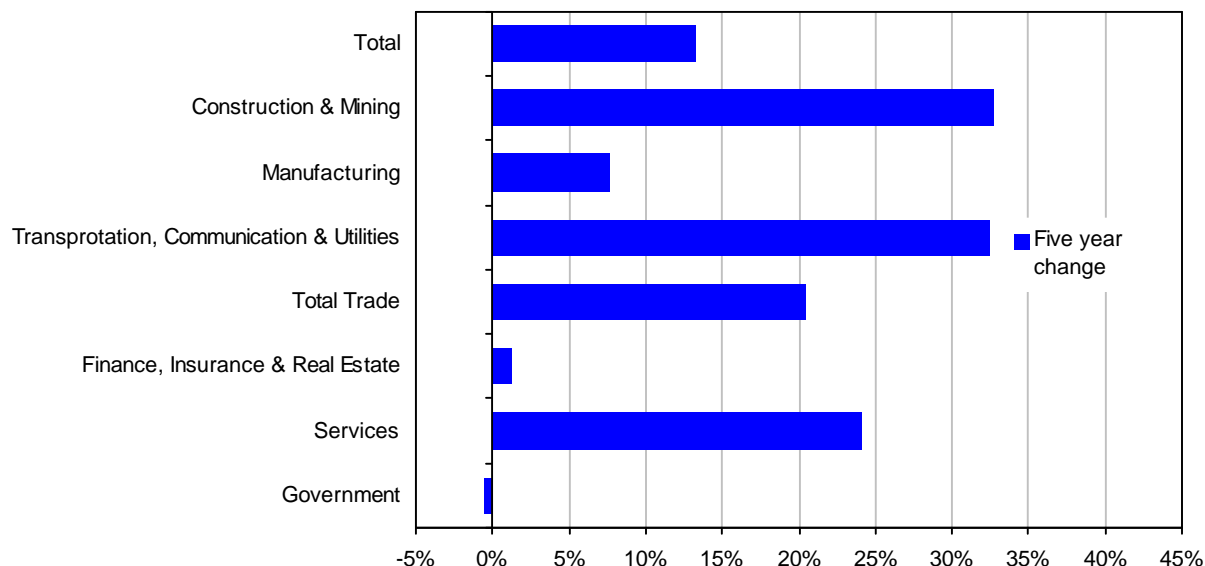


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In 1990 that included 6,000 Chippewa County residents who commuted to surrounding communities for a job. More residents left the county for work than the county attracts from neighboring areas. The most traveled to destination was the City of Eau Claire. Of the nearly 4,200 who traveled to Eau Claire County, over 80 percent of them worked in the City of Eau Claire.

A substantial number of workers, nearly 3,800 commute into Chippewa County from Eau Claire County. Most of the incoming commuters work in the City of Chippewa Falls, which is also one of the primary destinations for the employed residents of the county. Of the workers who commute within the county, one in every two works in the City of Chippewa Falls. Since 1990, new employment opportunities have attracted more workers to Chippewa Falls.

Chippewa County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	20,682	21,124	21,180	21,988	23,158	23,431	1.2%	13.3%
Goods Producing	7,924	7,657	7,579	8,288	8,761	8,760	0.0%	10.5%
Construction & Mining	923	882	1,043	1,124	1,329	1,226	-7.8%	32.8%
Manufacturing	7,001	6,775	6,535	7,164	7,432	7,534	1.4%	7.6%
Durable	4,482	4,328	4,277	4,891	4,986	5,009	0.5%	11.7%
Nondurable	2,518	2,447	2,258	2,273	2,446	2,525	3.2%	0.3%
Service Producing	12,758	13,467	13,601	13,700	14,397	14,671	1.9%	15.0%
Transportation, Communications & Utilities	650	703	728	718	874	898	2.8%	38.3%
Total Trade	3,989	4,460	4,441	4,419	4,661	4,803	3.0%	20.4%
Wholesale	751	785	662	631	674	649	-3.7%	-13.7%
Retail	3,238	3,675	3,778	3,788	3,987	4,154	4.2%	28.3%
Finance, Insurance, and Real Estate	431	402	391	399	418	436	4.4%	1.2%
Services & Misc.	3,620	3,902	4,054	4,139	4,380	4,491	2.5%	24.1%
Total Government	4,068	4,000	3,988	4,025	4,063	4,043	-0.5%	-0.6%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

Nonfarm wage and salary job growth in Chippewa County slowed in 1999. While employment increases exceeded state growth of 11.8 percent in the five-year interval, it lagged state growth of 2.4 percent during the one-year period. Only 240 jobs were added to county payrolls in 1999 compared with over 1,000 new jobs in 1998. Manufacturing employers, by adding 100 production jobs, exceeded growth in the state (-0.1%) in 1999. Those jobs, plus 170 new retail trade jobs, compensated for reductions in other industry divisions.

Over the five-year interval nearly 2,700 new jobs were added by county employers. One-third of those jobs was from goods-producing employers and two-thirds from service-producing employers. Retail trade establishments added the greatest number of jobs (920) from 1994 to 1999 as stores opened along heavily traveled roads. Services industry employers added another 820 jobs during the time-span and much of this growth centered on health providers and temporary employment agencies.

The majority of job growth from manufacturers shifted from durable goods employers over the five-year period to nondurable goods employers in the one-year interval. Roughly one-third of the county's employment is in manufacturing, much higher than the statewide share 22 percent. Most of that employment is found with some of the county's largest employers.

Chippewa County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	60	2,624	-65	-174
Industrial Machinery And Equipment	25	2,131	-48	-725
Educational Services	12	1,599	62	*
Automotive Dealers & Service Stations	64	1,268	35	385
Eating And Drinking Places	97	1,193	24	-122
Electronic & Other Electric Equipment	*	*	*	*
Executive, Legislative, And General	31	945	-42	-40
Leather And Leather Products	*	*	*	*
Special Trade Contractors	96	598	43	110
Food Stores	23	572	-38	1

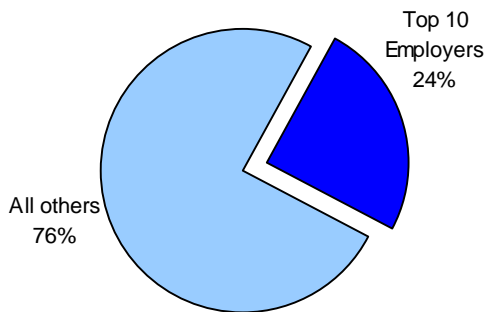
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Top 10 Employers

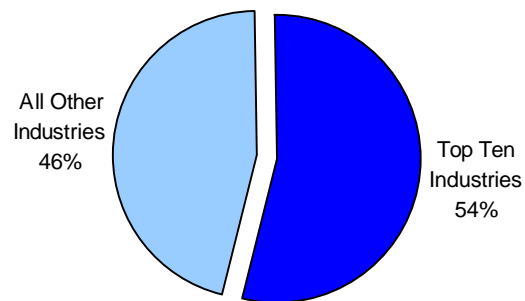
Company	Product or Service	Size
Johnson Matthey Semiconductor	Industrial eq. products: computer components	500-999
Silocon Graphics Inc	Industrial eq. products: computer components	500-999
Chippewa Falls Public School	Education	500-999
Mason Shoe Mfg Co	Leather products: men's footwear	500-999
Saint Joseph's Hospital	Health care services: hospital	500-999
Northern Wisconsin Center (WI H&F)	Health care services: nursing care	500-999
County of Chippewa	Executive & general government	500-999
Extendicare Homes Inc (Lakeside Nursing)	Health care services: nursing care	250-499
Celestica Corp	Industrial eq. products: computer components	250-499
Stanley Public School	Education	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

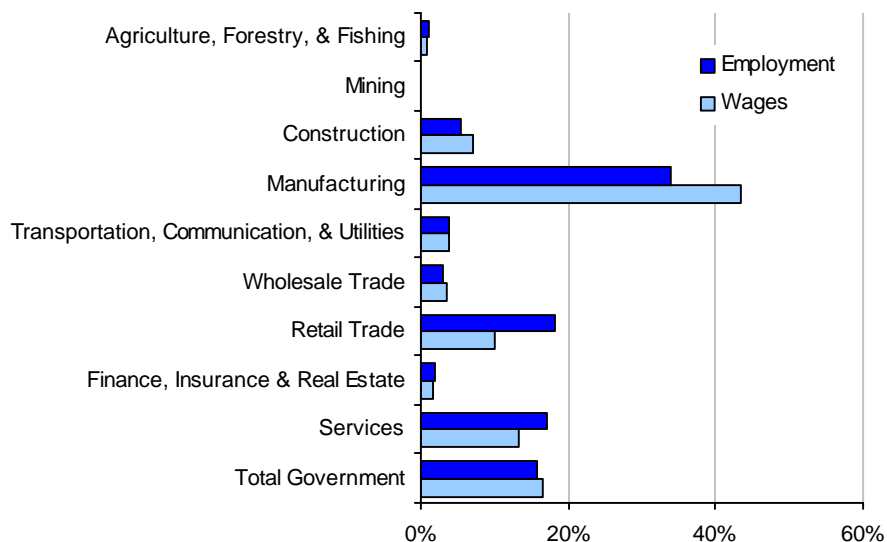


Out of 1,349 employers in Chippewa County, the ten largest provide one-quarter of the jobs in March 2000 compared with one-third of the jobs in March 1999. Three of the largest employers in the county, including the top two, are from the second largest industry group which is part of the manufacturing division. Two of the largest employers are from the largest industry group, health services, which is part of the services industry division. Health services also includes hospitals, clinics, nursing facilities, medical laboratories, and home health care services. All of the major industry divisions (manufacturing, retail trade, services, and government) are represented on the list of largest industries illustrating the diversity of employment in the county. All but retail trade are represented on the list of largest employers. The top ten industries provide 54 percent of the jobs in Chippewa County. Industry groups from retail trade that are on the top list, eating and drinking places, auto dealers and service stations, and food stores; and special trade contractors include many small employers who together employ many workers. Over half of all the jobs in Chippewa County are found among the ten industries on the top list.

Chippewa County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$25,405	\$29,609	85.8%	2.2%	18.8%	22,423
Agriculture, Forestry, & Fishing	\$19,541	\$21,499	90.9%	-3.2%	24.8%	229
Mining	*	\$39,968	*	*	*	*
Construction	\$33,299	\$36,772	90.6%	5.0%	14.9%	1,216
Manufacturing	\$32,620	\$37,773	86.4%	0.8%	14.0%	7,603
Transportation, Communications, & Utilities	\$24,446	\$34,523	70.8%	2.2%	18.2%	862
Wholesale Trade	\$30,284	\$38,048	79.6%	6.8%	54.6%	651
Retail Trade	\$13,933	\$15,066	92.5%	4.8%	30.1%	4,084
Finance, Insurance, & Real estate	\$21,560	\$37,911	56.9%	1.4%	13.4%	424
Services	\$19,671	\$26,041	75.5%	7.0%	27.1%	3,847
Total Government	\$26,854	\$32,017	83.9%	2.2%	16.8%	3,507

Total Employment and Wage Distribution by Industry Division



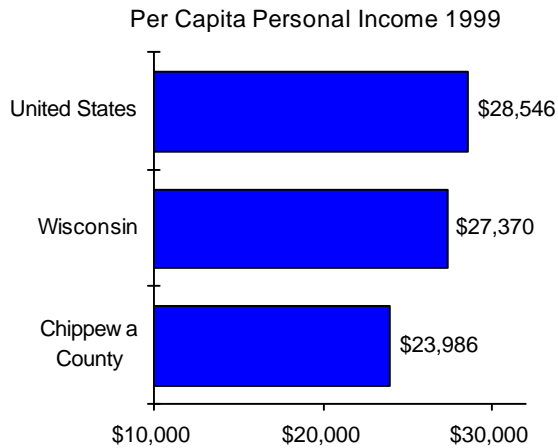
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e.. retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e.. railroads, parochial schools.

Generally, the industries with the most workers in 1999 also reported the highest wages. Manufacturing industries, with 7,603 workers, had a total payroll of \$248,007,655. This was nearly two-and-a-half times the second highest payroll of \$94,176,667 in government with half the workers. Retail trade has the second highest number of workers, but because many are part time and wages are low, total payroll was only \$56,901,890. Total payroll for all industries was \$569,654,022, when divided by 22,423 jobholders in 1999, produced an annual average wage of \$25,405.

Higher wages in both manufacturing and construction produced a higher overall annual wage in Chippewa County than in Eau Claire County. The highest annual average wage in the county was earned by manufacturing workers, but wages for workers in retail trade were closest to state wages for workers in the same industry. The greatest disparity of wages was for workers in finance, insurance and real estate. Overall, wages in the county were 86 percent of state annual wages of \$29,609, a higher ratio than in four of the last five years, but not in 1998. County increases lagged the state increase of 3.8 percent from 1998 to 1999 and the 21.7 percent over the five-year period.

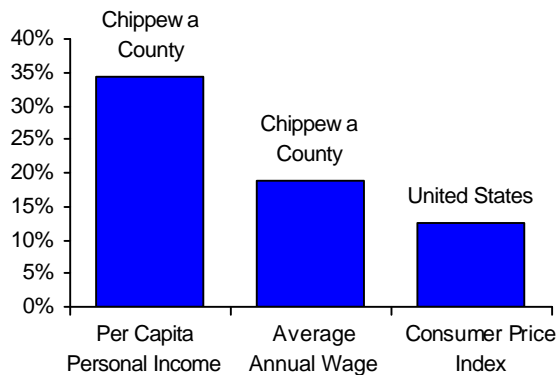
Chippewa County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Chippewa County was 88 percent of the state's; and was lower than 28 other Wisconsin counties.

The PCPI in Chippewa County, which increased 34.4 percent in the last five years, exceeded both national and state five-year growth of 26.4 and 26.1 percent, respectively. Annual increases in the PCPI, however, exceeded state and national growth in four of the last five years, but only exceeded state increases in 1999.

Comparison of Selected Data: 1994 - 1999



Growth in the county PCPI outpaced the increase annual average wages. Net earnings are 65 percent of total personal income (TPI) and include, not only wages of residents (many who work more than one job), but also self-employment and proprietor's income. Net earnings increased 39 percent from 1994 to 1999, better than the increase in annual average wages. Earnings from commuters, which account for 14 percent of net earnings, increased 142 percent in the five-year span. Income from assets, 20 percent of TPI, increased 50 percent and from transfer payments, 15 percent of TPI, rose 15 percent. Comparatively, income from assets increased 41 percent in the state, and transfer payments increased 19 percent.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Chippewa County	\$17,852	\$18,663	\$19,937	\$21,224	\$22,880	\$23,986	4.8%	34.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant/auditor	\$ 16.57	\$ 20.95
Bookkeeper/account clerk	9.46	9.64
Cashier-checker	6.33	6.56
Computer programmer	21.43	21.98
Industrial truck op. (fork lift)	11.97	12.07
Janitor/Cleaner	8.41	9.09
Nurse aide	8.89	9.18
Office supervisor/manager	12.83	14.56
Receptionist/information clerk	8.59	8.85
Registered nurse	18.74	18.82
Retail salesperson	6.98	8.51
Secretary	11.70	11.46
Shipping/receiving/traffic clerk	9.86	9.96
Team assembler	8.25	8.70
Truck driver, heavy & OTR	13.03	13.87

Source: DWD, BWI, 1999 OES wage survey for Eau Claire MSA

Employers in the Eau Claire-Chippewa Metropolitan Statistical Area (MSA) who responded to the Occupational Employment Statistics (OES) survey reported the wages for the selected occupations in this table. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. In addition to these occupations, wages and employment levels for 236 occupations in the Eau Claire MSA are posted on our web site (<http://www.dwd.state.wi.us/lmi>).

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.